

WHAT WE CLAIM IS

1. A method of controlling brightness, colour, hue, colour temperature, gamma response or contrast of at least one image for display on a multi layer display device characterised by carrying out the steps of:

- 5 i) receiving said at least one image(s) to be displayed,
- ii) detecting the brightness, colour, hue, colour temperature, gamma response or contrast of said image(s) to be displayed,
- iii) determining the transmissivity of each layer of the multi layer display device in the localised area of said image(s) to achieve the brightness, colour, hue, colour temperature, gamma response and/or contrast detected or received,
- 10 iv) communicating the determined transmissivity of each layer of the multi layer display device in the localised area of said (images) to a display device or storage device.

2. A method of controlling brightness, colour, hue, colour temperature, gamma response or contrast of at least one image for display on a multi layer display device characterised by carrying out the steps of:
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- i) receiving said at least one image(s) to be displayed,
- ii) detecting the brightness, colour, hue, colour temperature, gamma response or contrast of said image(s) to be displayed,
- 20 iii) determining the transmissivity of each of the non-display layers of the multi layer display device in the localised area of said image(s) to achieve the brightness, colour, hue, colour temperature, gamma response and/or contrast detected or received,
- iv) communicating the determined transmissivity of the non-display layers of the

multi layer display device in the localised area of said (images) to a display device or storage device.

- 5 3. A method of controlling the brightness, colour, hue, colour temperature, gamma response or contrast of at least one image to be displayed in combination as claimed either of claims 1 or 2.
4. A method of controlling the contrast of at least one image to be displayed utilising the method as claimed in either claim 1 or 2 while brightness is maintained utilising the method claimed in either claim 1 or 2 such that net brightness perceived of the image(s) is maintained despite the change to contrast.
- 10 5. A device implemented to carry out any of claims 1 to 4.
6. A display comprising of;
- i) at least one display device which is (are) at least in part selectively transparent upon which at least one image is displayed;
- ii) and a backlighting system which illuminates said image(s);
- 15 iii) and at least one transmissivity control device that selectively controls the transmission of light from said backlight to the viewer in the localised area of said image(s).
7. A display comprising of:
- i) at least one display device which emanates its own light upon which at least one image is displayed; and
- 20 ii) at least one transmissivity control device that selectively controls the transmission of light from said display device to the viewer in the localised area of said image(s).
8. A display comprising of:

i) at least one display device which is a transflective display device, upon which at least one image is displayed;

ii) at least one transmissivity control device that selectively controls the transmission of light from said display device to the viewer in the localised area of said image(s).

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9. A display as described in any of claims 6 to 8 where the at least one transmissivity control device selectively controls the brightness, colour, hue, colour temperature and/or contrast of said image(s) to be displayed in the localised area.

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10. A display as claimed in any of claims 6 to 9 where the at least one transmissivity control device and the transmissivity of the at least one display device are used in conjunction to control contrast in the localised area of said image(s) to be displayed while brightness of said image(s) is maintained despite that change in contrast.

11. A display as claimed in any of claims 6, 8, 9 or 10 in which the display device(s) is (are) Liquid Crystal Display panel(s).

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12. A display as claimed in any of claims 6, to 11 in which the transmissivity control device(s) is (are) Liquid Crystal Display panel(s).